



Media Presentation

**WLKQ & WNSY FM
Atlanta, GA**

Davis Broadcasting of Atlanta

La Raza 102.3/100.1 FM
1176 Satellite Blvd. Suite 200
Suwanee, GA 30024
Off: (770)-623-8772
Fax: (770)-623-4722
Web: www.laraza1023.com
Phone App: [LaRazaAtl](#)



WLKQ LA RAZA 102.3 & 100.1 FM STATION PROFILE

- Market: Atlanta, GA
- Target Demographic: Adults 18 to 49
- Unique Position: Atlanta's FIRST Regional Mexican FM
- Format: La Raza 102.3/100.1 FM plays Regional Mexican music that reaches the active and mobile Hispanic listener.
- Promotional Opportunities: offers La Raza 102.3/100.1 FM Live On-Air Promotions, Live Remotes, Live Broadcasts and Festivals.

ON AIR PERSONALITIES



Jorge Lopez "El Vampiro"

Morning Show

Mon-Sat 6am-11am



Ricardo Cordova

Morning Show

Mon-Sat 6am-11am



Adriana Sarabia "La Ale"

Midday

Mon-Sat 11am – 3pm



Jose Luis Marquez "El Pitufo"

Afternoon

Mon-Sat 3pm – 7pm



Jose Eduardo Carias "El Panda"

Afternoon

Mon-Sat 3pm – 7pm



Cristelle Gonzalez

Night

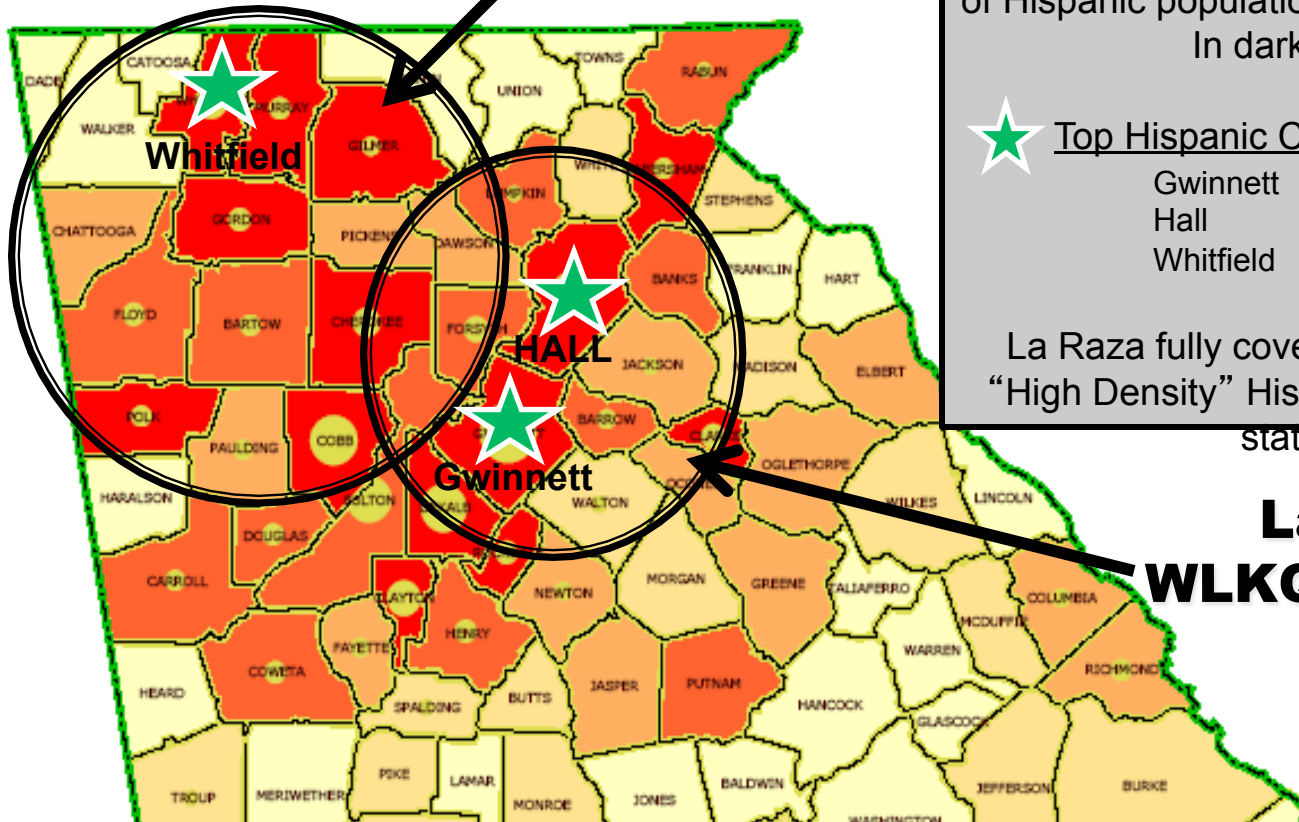
Mon-Sat 7pm – 12m





The WLKQ/WNSY Simulcast reaches over **90%** of the Hispanic buying power in Georgia

La Raza WNSY 100.1 FM



Counties with the highest percentage of Hispanic population are represented in dark red.

★ Top Hispanic Counties in GA

Gwinnett	20% Hispanic
Hall	28% Hispanic
Whitfield	32% Hispanic

La Raza fully covers nearly every "High Density" Hispanic area in the state.

La Raza WLKQ 102.3 FM

Sources: University of Georgia/Sielig Center for Economic Growth, the US Census Bureau 2010 Data & Radio-Locator.com

**12th
Annual**

La Raza celebrates Cinco de Mayo and Mexico's Independence Day on the beach at Lake Lanier Islands Resort.

The station's premier events are well established in Atlanta and North Georgia's Hispanic communities. Every event features top recording artist and entertainers, the best food, children's activities, and vendors. This year brings additional family fun with the beach and play areas at Lake Lanier Islands.



Featured Sponsors:





La Raza Fest #1 Hispanic Event in Georgia



Mundo
Hispánico

Best of 2012

A26 BUEN RATO

27 diciembre de 2 de enero de 2011 ATLANTA WUORDHISPANICO

» BUEN RATO

EVENTOS INOLVIDABLES ENTRE ENERO Y JUNIO DEL 2012

Los mejores conciertos

Artistas boricuas, colombianos, dominicanos, hondureños y mexicanos deleitaron con sus alegres ritmos al público latino de Georgia.

ALBERTO BROWN RODRIGUEZ
alberto@atlantajournal.com



DIANA REYES





Our 6th Annual Radiothon 2014 raised \$208,400!!

Davis Broadcasting has raised over **\$1.3 Million** dollars for Children's Healthcare of Atlanta





MEXICO vs. NIGERIA

March 5, 2014 - GA Dome, Atlant



Record-breaking Attendance of 68,212!!

The match had the second-highest attendance of
53 international friendly matches played
Wednesday, March 5th 2014





2016 Calendar of Events

<u>January</u>	Three Kings Day Promotion
<u>February</u>	Valentine's Day Promotion
<u>March</u>	Mole Festival
<u>April</u>	Easter Event
<u>May</u>	12 th Annual La Raza Fest/Cinco De Mayo / Mother's Day Promotion
<u>June</u>	Father's Day Promotion
<u>July</u>	Gold Cup/Mexican National Team/Georgia Dome
<u>August</u>	Back to School Promotion
<u>September</u>	12 th Annual La Raza Fiesta Mexicana
<u>October</u>	Hispanic Heritage Month / Dia De La Raza 7 th Annual Radiothon for Children's Healthcare of Atlanta
<u>November</u>	La Raza Fall Festival / Thanksgiving Promotion
<u>December</u>	Toy Drive 2015 / New Years Party





Davis Broadcasting



Davis Broadcasting was founded in 1986 as a 100% minority owned company by Mr. Greg Davis.

The home office is headquartered in Columbus, GA. with six radio stations. WFXE FM (urban format) has been the perennial leading station in Columbus.

WLKQ 102.3 was purchased in 2003 and became the first Hispanic FM, known as La Raza in Atlanta, Georgia. WNSY 100.1 FM in Canton was added in 2007.

Davis Broadcasting is still a 100% minority owned company with six stations in Columbus and four serving the Atlanta and North Georgia area.